



Holiday

2023 STYLE GUIDE

JOB #: 12881

IN MARKET DATE(S): NOV-DEC 2023

YOUR LOCAL ACE IS YOUR Holiday Gifting Destination

When it's time to get ready for the holidays, Ace is here to help. It doesn't matter if it's a gift for your spouse or for the neighbor who always waters your plants when you're on vacation, Ace has the most useful and thoughtful gifts that are always appreciated. Whether they're the backyard chef, the handyman of the house, the green thumb in the garden or someone who likes a warm beverage around the fire, Ace has gifts from the Best Brands that are at the top of everyone's list.

And once your gift list is checked off, it's time to make the preparations at home, with everything from lighting and décor to grilling essentials for your holiday menu. With some helpful holiday tips from Lou and Chef Jason, and trusted advice from your neighborhood Ace, you'll be able to wrap up your holidays whenever you see **Wrap It In Red.**



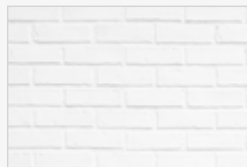
Updated Nostalgic | Clean | Joyful | Togetherness

[DOWNLOAD ASSETS](#)

Indoor Options



Example



White Brick



Light Brown Wood

- Warm
- Traditional green trim
- Warm wood shelving
- Presents
- Red bows on product

Outdoor Options



Example



White Siding

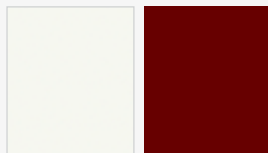


Light Brown Wood

- Porch
- Traditional greenery
- Dusting of snow
- Red bows on products



Example



White & Green
Satin Paint



Light Brown Wood

- Red accent wall
- Clean
- White propping
- Flocked trim



Example



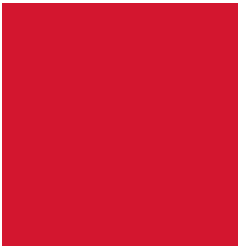
Red Shake Siding



Concrete Slab

- Thanks-grilling
- Traditional greenery
- Dusting of snow
- Grills should feature food for holiday

PRIMARY

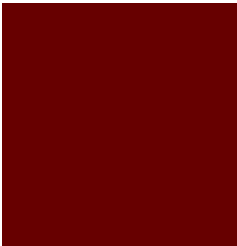


ACE RED

CMYK
C 0
M 100
Y 81
K 4

RGB
R 227
G 55
B 25

HEX
D40029

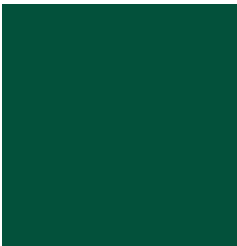


DARK RED

CMYK
C 0
M 100
Y 81
K 70

RGB
R 103
G 0
B 0

HEX
670000

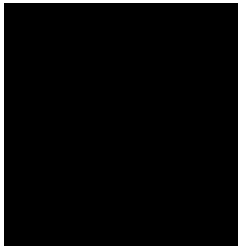


EVERGREEN

CMYK
C 90
M 42
Y 80
K 41

RGB
R 0
G 81
B 54

HEX
03513b
' 456

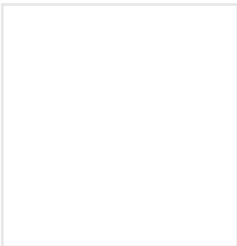


BLACK

CMYK
C 0
M 0
Y 0
K 100

RGB
R 0
G 0
B 0

HEX
000000



WHITE

CMYK
C 0
M 0
Y 0
K 0

RGB
R 0
G 0
B 0

HEX
FFFFFF

This color palette should be used across all channels in typography, graphic elements and backgrounds.

TAGLINES

- Around the block, with gifts in stock.
- Around the block, with (lighting, décor, tools, etc.) in stock.
- Ready to shop. What you need in stock.
- Holiday shop while it's in stock.
- Tick, tock. It's time to shop. (last minute gifts)
- Around the block, with grilling, tools, and gifts in stock.
- More ways to shop, from the most helpful store on the block.

SHOP EARLY MESSAGING

- The holidays start early at Ace.
- The holiday countdown starts now.
- Shop the holidays at your neighborhood Ace, in store and online.
- Shop early while it's in stock.
- Get a head-start on the holidays.
- Shop local for the holidays at Ace.
- Kickstart your holiday cart.
- Beat the holiday rush with a click or a visit.
- Wrap up your holiday shopping early.
- A toolbox full of holiday shopping options.
- Helpful Tip: Shop Early For the Holidays
- The Holiday countdown starts NOW!
- The Earlier the EASIER
- Cyber Monday is here!
- Your Place for Black Friday Deals
- The Holiday Countdown Starts Now
- Black Friday the Helpful Way
- Black Friday – the Deals Keep Coming
- Cyber Monday – Your Day to Save

DECEMBER GIFTING

- All Things Holiday are Just Blocks Away
- Holiday Gifts They'll Use All Year Long
- Holiday Gifts You Can't Wait to Give
- Fill stockings with our Best Brands
- Power through your gift list
- Hand Tools make the Handiest Stocking Stuffers
- Shop online: More Smiles. Less Aisles!
- Gift ideas for every project
- The Holiday Place
- Season's Savings at Ace
- Have a happy holiday with Help from Ace
- The Helpful Way to Holiday
- Deck the Halls with Tools of Power
- The Best Stocking Stuffers are in Stock at Ace
- A toolbox full of gift ideas from your local Ace.
- Give the gift of grilling.
- Holiday Entertaining Made Easy with help from your local Ace
- Gifts that Entertain All Year Long
- Give the Tools they Need from your Local Ace
- Give the Tools They Love to Use from your local Ace
- Gifts Designed for Backyard Fun from your local Ace

LAST MINUTE MESSAGING

- Last Minute Gifts as Easy as Your Local Ace.
- Helpful Holiday Tip: Shop online and have your local Ace deliver.
- Last Minute Gifts from Your Local Ace
- Ace Gift Cards – the Perfect Gift is Always in Stock
- Shop from home. Delivered from down the block.
- Ace without leaving your place. We deliver, from your neighborhood Ace.
- How about NOW! Last minute gifts from your local Ace.
- When the weather outside is frightful... we deliver.
- Take a detour from holiday hassle. We deliver!

GRILLING GIFTS

- Grilling gifts that keep the holidays warm
- Grilling gifts that warm smiles
- Grilling gifts that entertain all year long
- The best gifts are grilling gifts
- Grilling gifts for any size budget
- Grilling gifts that bring out their inner chef
- Grilling gifts that make eyes light up

POWER TOOL GIFTS

- Power to all your favorite people.
- Give the most powerful gifts under the tree
- Tool gifts that power their projects
- Tool gifts that always come in handy
- Tool gifts they'll use all year long
- Deck the halls with tools of power
- Gifts that make them feel powerful
- Give the gift of power
- Gifts they'll get a charge out of
- When the weather outside is frightful... we deliver.
- Take a detour from holiday hassle. We deliver!

HOLIDAY PAINT

- Paint the halls (before you deck them)
- Start the holidays with painting projects
- Unwrap a gallon
- A coat (of paint) makes a great gift.
- Give a coat (of paint)!

HOLIDAY LIGHTING

- Add some sparkle to the season.
- Stock up on sparkle.
- Light up the holidays
- Make your home merry and bright.
- Hang up some holiday cheer.
- Deals that make eyes light up.

DAD GIFTS

- Gifts Dads love to use
- Gifts on every Dad's wish list
- Dad's most wanted gifts
- Gifts that bring out Dad's inner chef
- Gifts that make Dad a hero chef
- Gifts that keep Dad busy
- Gifts that get Dad grillin'

MOM GIFTS

- Gifts Moms love to use
- Gifts on every Mom's wish list
- Mom's most wanted gifts
- Gifts that bring out Mom's green thumb
- Gifts for project Moms
- Gifts that keep Mom busy
- Gifts that get Mom gardening

Fonts have been selected for their simplicity, boldness and adherence to brand standards.

Headline

Roboto Black

Title Case

Optical Kerning - ?

SUBHEAD

Roboto Bold

UPPERCASE

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0

Textures will be used to bring holiday 2023 to life, adding dimension to collateral.



Whitewashed Wood



Light Brown Wood Grain



Gingham Pattern



PRIMARY BACKGROUNDS

- Place behind silos
- No slats for sake of legibility
- Add dimension and warmth to holiday assets
- Use purposefully, do not use multiple backgrounds in one deliverable

ACCENT BACKGROUNDS

- Use for grounding product
- Use behind copy
- Can be used to call out high priority deals
- Should not be used as entire background, with the exclusion of Black Friday and Cyber Monday assets

DOWNLOAD ASSETS

Elements will be used to bring holiday 2023 to life, adding dimension to collateral.

Wrap it in Red – Ace Only



WHEN TO USE

Main tag, use across digital and most print deliverables.

0° or 7° Angle

Wrap it in Red – Only



WHEN TO USE

Use on large scale print deliverables, and legacy instore signage.

0° or 7° Angle

Wrap it in Red – Legacy



WHEN TO USE

Use when Ace logo is already present elsewhere on deliverable.

0° or 7° Angle

[DOWNLOAD ASSETS](#)

Elements will be used to bring holiday 2023 to life, adding dimension to collateral.



Product Callout - 0° or 7° Angle



Bows - Shoot in photography or add to SILO products



Presents - Shoot in photography or use COB presents in layout

[DOWNLOAD ASSETS](#)

Elements will be used to bring holiday 2023 to life, adding dimension to collateral.



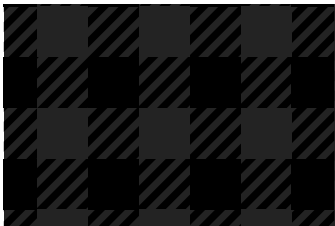
Black Friday Lockup - 7° Angle



Product Callout - 0° or 7° Angle



Bows - Shoot in photography or add to SILO products



Accent Backgrounds



Presents - Shoot in photography or use COB presents in layout

[DOWNLOAD ASSETS](#)

Elements will be used to bring holiday 2023 to life, adding dimension to collateral.



Product Callout - 0° or 7° Angle



Bows - Shoot in photography or add to SILO products



Accent Backgrounds



Presents - Shoot in photography or use COB presents in layout

[DOWNLOAD ASSETS](#)

OVERALL HOLIDAY Collateral Examples

November Circular Cover:

RED HOT BUYS

VALID NOVEMBER 1-30

YOUR CHOICE

SALE \$69.00

ACE REWARDS EXCLUSIVE*

\$59.00 each

CRAFTSMAN

CRAFTSMAN® Power Tools**

• Impact Driver Kit • Corded Oscillating Multi-Tool • Drill/Driver Kit • Battery 2/Pk. • Corded Chain Saw and more. 2004675, 2827483, 2834638, 2827574, 2827582, 2829273, 2827491, 2835148, 7398340, 2022144. Limit 4 each at this price.

YOUR CHOICE

SALE \$129.00

ACE REWARDS EXCLUSIVE*

\$99.00 each

DEWALT

DEWALT® 20 Volt MAX Power Tools**

• POWERSTACK® Battery • Drill Kit • Impact Driver Kit • Random Orbit Sander (bare tool) • Bluetooth® Jobsite Speaker and more. 2003861, 2029375, 2862977, 2393122, 2398386, 2402733, 2393114, 2862993, 8015345, 2029374. Limit 4 each at this price.

WRAP IT IN RED ACE

GREAT GIFTS UNDER \$100

YOUR CHOICE

SALE \$12.99

ACE REWARDS EXCLUSIVE*

\$9.99 each

CRAFTSMAN® and Stanley® Tools & Accessories

2295830, 2116564, 2033243, 2391753, 25426, 2020233

YOUR CHOICE

SALE \$12.99

ACE REWARDS EXCLUSIVE*

\$9.99 each

CRAFTSMAN® Tools & Accessories**

2297786, 2029746, 2031996, 2033197, 2033255, 2004118, 2301232, 2004114. Limit 4 each at this price.

YOUR CHOICE

SALE \$24.99

ACE REWARDS EXCLUSIVE*

\$19.99 each

DEWALT® Power Tool Accessories**

2137305, 2033376, 2029737, 2294346, 2392447, 2029736. Limit 6 each at this price.

YOUR CHOICE

SALE \$19.99

ACE REWARDS EXCLUSIVE*

\$19.99 each

Milwaukee® Hand Tools & Accessories

2802643, 2030481, 2365443, 2029229, 2811511, 2007442

GREAT GIFTS UNDER \$20

YOUR CHOICE

SALE \$19.99

ACE REWARDS EXCLUSIVE*

\$19.99 each

300 Ct. LED Light Sets

9045580, 9467531, 9467598, 9045581

YOUR CHOICE

SALE \$89.99

ACE REWARDS EXCLUSIVE*

\$89.99 each

5' Color-Changing LED Christmas Tree or 6' LED Dancing Tree Yard Décor

9081107, 9087050

*See page 8 for Ace Rewards Savings details. **Not all eligible products are pictured. Search listed SKUs on acehardware.com for all descriptions or see store for details.
November Red Hot Buys AM1 2231101ML, 01, Versions: CA, DS, FN, NR, NW, SO, TR

*See page 4 for Ace Rewards Savings details.

1231201, 02, Versions: CA, DS, FN, NR, NW, SO, TR

Holiday End Cap:

FPO - INSPIRATION FOR
FUTURE DELIVERABLES



**AROUND
THE BLOCK,
WITH GIFTS
IN STOCK**

ACE11153ECB



ACE
REWARDS
SHOP • EARN • SAVE

Inside Spread:



\$749.00

EGO® POWER+® 56 Volt 21" Single-Stage Snow Thrower with Two 5 Amp Batteries
7024673
21" Single-Stage Snow Thrower with Two 5 Amp Batteries, 7009696, \$649.00.
21" Single-Stage Auger-Propelled Snow Thrower with Two 5 Amp Batteries, 7012132, \$699.00.
24" Self-Propelled Two-Stage Snow Thrower with Two 5 Amp Batteries, 7008474, \$1,499.00.

SAVE \$30



\$749.00

Toro® Power Clear® 21" 72i Electric Start Single-Stage Snow Thrower
• 212cc 4-cycle OHV engine
7002861



\$329.00

Milwaukee® M18 FUEL® Brushless Lithium-Ion 16" Chain Saw (bare tool)
7026137

BUY BOTH OF THESE GET THIS FREE

M18® REDLITHIUM® High Output HD12.0 Battery
2627954
NO LIMIT
\$249 VALUE



\$179.00

Milwaukee® M18 FUEL® 450 CFM Lithium-Ion Handheld Blower (bare tool)
7790231



20% OFF

Select Ooni Pizza Ovens and Accessories
Assorted sizes, varieties and styles. Store stock only.
Sorry, no rain checks. Offer valid 11/15-11/30.



STIHL BG 56 Gas Handheld Blower
• Efficient 27.2cc engine
• 159 mph/412 cfm air speed
• EasyStart® system
70003430

SAVE \$30



\$179.99

STIHL BGA 57 Battery-Powered Handheld Blower
7006615

SAVE \$20



\$149.00

STIHL GTA 26 Battery-Powered Garden Pruner
7008545

SAVE \$30



\$279.99

Solo Stove Bonfire 19.5" Wood Fire Pit
8085209
Yukon 27" Wood Fire Pit, 8085211, \$499.99.
Offer valid 11/15-11/30.



\$849.00 each

NEW

Waiting on Grill changes to 575/780 grill



\$1,099.99

Big Green Egg® Large Ceramic Grill & Smoker
86952800
Accessories Sold Separately.
Big Green Egg 520 Genesis V1.0 18" x 18" x 24" Interactive Temperature Controller, 80257030. SALE \$199.99.
Large Heat, \$695.67, \$209.99.
Large convEGGtor®, 8697084, \$99.99.

SAVE \$2 ON TRAEGER® PELLETS, SAUCES AND RUBS.
Offer valid 11/15-11/30



BUY ONE OF THESE GET THIS FREE

FOGO® Premium Hardwood Lump Charcoal 17.6 Lb.
8028042, \$19.95
Super Premium Hardwood Lump Charcoal 17.6 lb, 8028040, \$32.95.

Santa's Bag of Coal Gift Bag
6046263
NO LIMIT
Offer valid 11/15-11/30.

Local delivery areas vary by store.

ACE REWARDS EXCLUSIVE

FREE ASSEMBLY & DELIVERY On Grills \$399 And Up

Free assembly and delivery from your local Ace on grills \$399+ for Ace Rewards members. All participating locations only within the local delivery area, as defined by store. Online and Ace App purchases eligible when Ace Rewards member's account is associated with its smartphone.com and Ace App login, is currently signed in and member purchase is associated with a participating store. Member must select Free Delivery from Store and Assembly (if cart). Delivery dates subject to availability. Offer not valid on prior purchases or ship to home orders. Excludes One-Best®.

OFFERS VALID 10/1-10/31
Unless otherwise stated *See front of mailer for details

\$169.00 - \$70 ACE REWARDS EXCLUSIVE

\$99.00

Milwaukee® M12® Lithium-Ion Impact Driver & Drill/Driver Combo Kit
2302040
NO LIMIT.



ACE REWARDS EXCLUSIVE

SAVE \$50 INSTANTLY

Milwaukee® M18® Lithium-Ion Compact Drill/Driver & Impact Driver Combo Kit
Includes two 18 volt lithium-ion compact battery packs, charger and case. 2306868
NO LIMIT.
M18® REDLITHIUM® Brushless Compact Drill & Impact Driver Kit, 2837854, \$399.99.
Rewards Exclusive Save \$50 instantly.
NO LIMIT.

YOUR CHOICE

SALE \$19.99 each

Milwaukee® Hand Tools & Accessories
2802643, 2030481, 2305442, 2029229, 2811511, 2007442

BUY BOTH OF THESE GET THIS FREE

\$89.99 VALUE

Large Tool Box
2800514
NO LIMIT.

Milwaukee® PACKOUT® 3-Drawer Tool Box, 2008408

22" Rolling Tool Box, 2001530

CRAFTSMAN

SALE \$169.00 - \$40 ACE REWARDS EXCLUSIVE

\$129.00 each

CRAFTSMAN® VERSASTACK® 230 Pc. Mechanic's Tool Set or 6 Gal. Oil-Free Pancake Air Compressor
2019653, 1895382
NO LIMIT.

YOUR CHOICE

SALE \$129.00 - \$30 ACE REWARDS EXCLUSIVE

\$99.00 each

DEWALT® 20 Volt MAX Power Tools & Accessories
2003861, 2029375, 2862977, 2393122, 2398396, 2402733, 2393114, 2862993, 8015346, 2002914
Limit 4 each at this price.



ACE REWARDS EXCLUSIVE

SAVE \$80 INSTANTLY

DEWALT® 20 Volt MAX Drill & Impact Driver Kit or Battery 2/Pk.
2008479, 2611648
Limit 4 each.

BUY ONE OF THESE GET THIS FREE

DEWALT® 20 Volt MAX Lithium-Ion Power Tools
2002215, 2005818, 2881126, 2029970, 2538395, 2538429, 2002079

20 Volt MAX POWERSTACK® Battery & Charger Kit
2017896
Limit 4.

\$169.00 VALUE

YOUR CHOICE

SALE \$24.99 - \$5 ACE REWARDS EXCLUSIVE

\$19.99 each

DEWALT® Blade Sets, Bits Sets or Right Angle Attachment
2117406, 2033376, 2029737, 2294346, 2392447, 2029736
Limit 6 each at this price.



SCAN FOR MORE HOLIDAY DEALS

TRAEGER MAP DROP

AUGUST 18, 2023 1:33 PM



Look and feel for December Traeger MAP drop:

FPO - INSPIRATION FOR
FUTURE DELIVERABLES

Wrap it in RED
ACE

SAVE UP TO \$XXX

\$1,999⁹⁵
Traeger® Ironwood XL
Wood Pellet Grill
8082912

TRAERGER
WOOD FIRED GRILLS

LIMITED TIME SAVINGS | BEST PRICES EVER

2023

ACE

FLAVOR FEST

GIFTS AND GRILLING PARTY

YOU'RE INVITED

SATURDAY
DEC 2ND
11AM-2PM

CELEBRATE GRILLING
THIS HOLIDAY SEASON
WITH DEMOS, DEALS, FAMILY
ACTIVITIES, AND MORE.

#AceFlavorFest

FPO - PENDING CMM
DIRECTION, CONCEPT
ONLY FOR VISUAL FEEL

PLUS

demos of the latest grills and outdoor power equipment.

Milwaukee

weber

EGO

TRAEGER

DEC
2ND
ONLY

ENTER FOR A CHANCE TO WIN!
See the in-store sweepstakes for a chance to win a Weber 28" Standalone Griddle.

NO PURCHASE NECESSARY. Sponsored by this Ace Retail Store. Begins upon store's opening on Dec 2, 2023 and ends at close of business that same day. Open to legal residents of the US US and DC. The Limit one entry per person. Winner must pick up prize in this store. See this store for Official Rules. Void where prohibited.

A \$449 VALUE

Integrate stripe pattern, green, and torn paper

2023

ACE

FLAVOR FEST

GIFTS AND GRILLING PARTY

YOU'RE INVITED

SATURDAY
DEC 2ND
11AM-2PM

CELEBRATE GRILLING
THIS HOLIDAY SEASON
WITH DEMOS, DEALS, FAMILY
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#AceFlavorFest

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DIRECTION, CONCEPT
ONLY FOR VISUAL FEEL

PLUS

demos of the latest grills and outdoor power equipment.

Milwaukee

weber

EGO

TRAEGER

DEC
2ND
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A \$449 VALUE

Non-Seasonal Party look and feel

SPECIAL PROMOTION Collateral Examples

Not all eligible products are pictured. Search listed SKUs on acehardware.com for all descriptions or see store for details. *See page 6 for Ace Rewards Savings details.

November Black Friday Event	AM1	1231115, 01, Versions: CA, DS, FN, NR, NW, SO, TR
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*See page 6 for Ace Rewards Savings details. **Not all eligible products are pictured. Search listed SKUs on acehardware.com for all descriptions or see store for details.

FPO - INSPIRATION FOR
FUTURE DELIVERABLES

Social



ORGANIC PLACEMENT (280 CHARACTER LIMIT)

Nobody does Black Friday like your local Ace!
Save on the most wanted gifts for everyone on your list, from power tools, grills and accessories, and Ace Gift Cards too. You don't have to go far to find great deals at Ace.

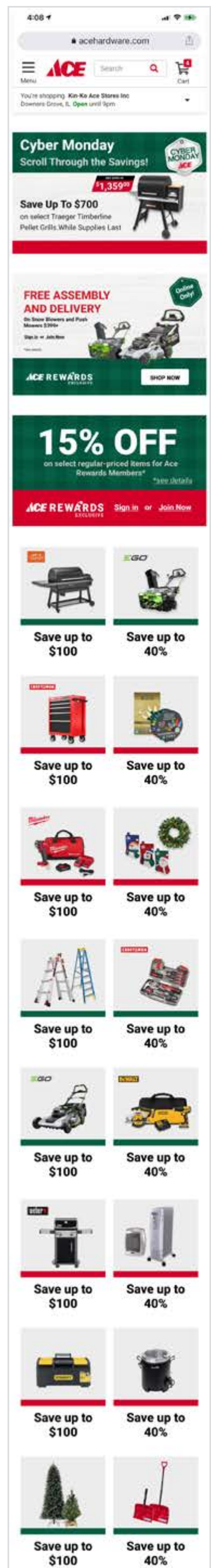
HEADLINE: Black Friday Deals at Ace

LINK DESCRIPTION: Save on Grills, Power Tools and more

PAID PLACEMENT (125 CHARACTER LIMIT)

Nobody does Black Friday like your local Ace!
Save on the most wanted gifts from power tools, grills and more.

FPO - INSPIRATION FOR FUTURE DELIVERABLES



FPO - INSPIRATION FOR
FUTURE DELIVERABLES

Social



ORGANIC PLACEMENT (280 CHARACTER LIMIT)

Wrap up your holiday shopping with Cyber Monday Savings at Ace. Take 15% OFF online purchases of select regular priced items. Save on gifts for the whole family, including power tools, grills and accessories and more. It's time to start clickin' at Ace!

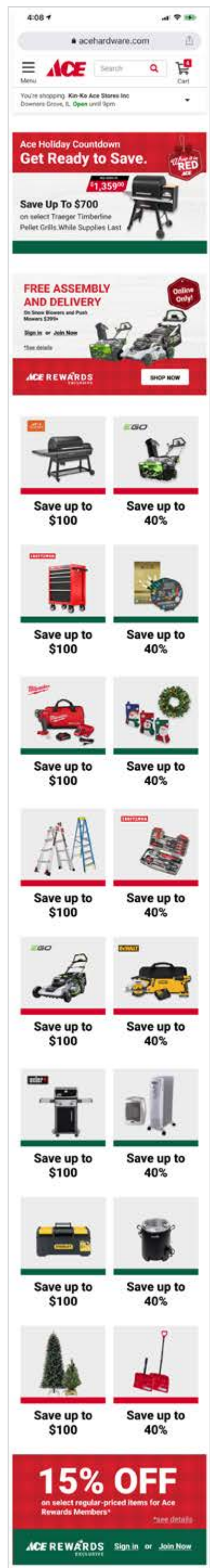
HEADLINE: Cyber Monday Deals at Ace

LINK DESCRIPTION: Save 15% on select items

PAID PLACEMENT (125 CHARACTER LIMIT)

Wrap up your holiday shopping with Cyber Monday Savings at Ace. Take 15% OFF online purchases of select regular priced items.

FPO - INSPIRATION FOR FUTURE DELIVERABLES



FPO - INSPIRATION FOR
FUTURE DELIVERABLES

Social



ORGANIC PLACEMENT (280 CHARACTER LIMIT)

The 12 Days of Gifting start NOW at Ace!
Check back in every day for special deals on the most-wanted gifts for BBQ fans, gardeners, outdoorsmen, power tool fanatics and everyone else on your list. Let's start it off with \$200 savings on a Traeger grill!

HEADLINE: 12 Days of Gifting at Ace

LINK DESCRIPTION: 12 days of incredible savings.

PAID PLACEMENT (125 CHARACTER LIMIT)

The 12 Days of Gifting start NOW at Ace! Check back in every day for special deals on the most-wanted gifts.

"BBQ PARTY GIFT WRAP STATION"

We will set up a fully stocked gift wrapping station at our November and December Flavor Fest BBQ Parties, so all gifts can go home wrapped and ready.

Gift wrapping stations will include Ace branded wrapping paper and gift tags, for a fun hint at what gift is inside.



“COLD TEMPS, HOT PRICES”

Have a sale that is temperature dependent. The colder it is, the better the prices are. This would have to be regional, based on temps for the area. Or this could be a rewards point multiplier.

“ITEM WRAPPED IN RED”

In the center of every Ace is a giant red mystery box. Customers can write down what they think is in the box. Customers who guess what it is can win that item.

“WRAP YOURSELF IN RED”

If customers wear a red item to the store, they get an additional discount (or a free hot cocoa or some kind of holiday reward).

“POP UP HOT COCOA BAR”

A selection of Ace stores will have free hot cocoa or S'mores bars for visiting customers in the month of December every day it snows. Allison's team can capture content of customers excited by the surprise hot treat on a cold day.

“DELIVER A CAROL”

To play up local Ace delivery, you can add a Christmas carol to your delivery, or gift a carol to someone with a gift that is delivered.

“LIFT THE LID ON A DISCOUNT”

Get an extra discount on your grill item purchase by finding the hidden discount code under the lid of one of the grills in store – a way to get people to notice the grills Ace has, or one particular model.

“STOCKING STUFFER SALE”

Get 20% off everything that fits in your sock. (you can't be wearing the sock!) Obviously, it would be on small, stocking stuffer type items.

“FOLLOW THE RED BRICK ROAD

There could be a QR code based “road” (or virtual) that customers follow in the store that has the 10 best deals of the season – encourages customers to walk all the aisles of the store. It could also be floor decals – like an in-store journey for customers.

“SNOW DRIVE”

When people get a new snow blower, you usually help out neighbors that are near to you. We could create some kind of drive/PR event where we encourage people who purchased shovels and snow blowers to shovel a neighbor. They input their count of how many extra houses they cleared – when Ace gets to a certain number, either they make a donation or have a discount, etc.